

Claims

What is claimed is:

1. A listening supplement that provides an additional or alternative means of media content delivery of periodical publications for subscribers of the aforementioned periodical publications and a process for establishing the same comprising:

a listening supplement contained as an insert to a periodical;

a listening supplement having highlights or "cover stories" read by an editor or author of the story (Newscaster, Public Relations professional, Public Radio announcers, etc.);

a listening supplement containing any type of coverage that the said periodical publication designates;

a listening supplement containing a table of contents with each separate piece of media content on separate data storage areas (e.g., tracks, chapters);

a listening supplement wherein the listener is able to reach each piece of media content in discrete steps.

a listening supplement providing a medium by which advertisers of periodicals reach their target audience through the use of data storage space;

a listening supplement stored in a bi-folded carrier device with a clear plastic front and an envelope flap on back; and

a carrier with a single sheet of paperboard folded along a bi-fold line with an envelope flap on the back of one side of the bi-fold (See Fig. 4).